

Making Results Count

How to Leverage the Right Measures to Drive Results

Clarity of purpose is critical to business success. Jumping ahead to initiate action without clearly articulating the results you want to achieve is haphazard. You risk spending resources on irrelevant work and incurring opportunity costs. Well defined results help to focus on what is important for the business. Monitoring the proper results steer you toward what deserves attention.

“What gets measured gets improved.” You want to measure the right things so that invaluable time and energy are not wasted. Measure the wrong things and you will likely get the wrong behaviors.

Connie challenges audiences to rethink the effectiveness of their performance measures and get clarity on the ‘real’ results they aim for. They leave the program with a fresh perspective on performance measurement and pragmatic techniques to drive clarity on results.

What you will learn:

- ◆ The real purpose of performance measurement
- ◆ How to overcome measurement problems
- ◆ Criteria of good measures
- ◆ Techniques to develop pertinent measures

“The deliberate thought process for developing meaningful metrics challenges our understanding of the results we want to achieve. Connie’s fast paced, and interactive session kept us all engaged in learning this intuitive approach to leveraging the right metrics to drive results.”

Brent MacPherson, Director, Operations Centre, FortisBC Energy



Contact Connie Siu
www.cdcsynectics.com or 1-604-790-1220 or csiu@cdcsynectics.com

Connie Siu, CMC, MBA

Collaborate. Devise. Commit.

Connie Siu is driven by her passion for operational excellence. She is a consultant, speaker, and author.

With over 25 years of business experience, Connie has worked in the trenches with business leaders building efficient and successful businesses. She delivers lasting results through resource deployment optimization and implementation of effective best practices.

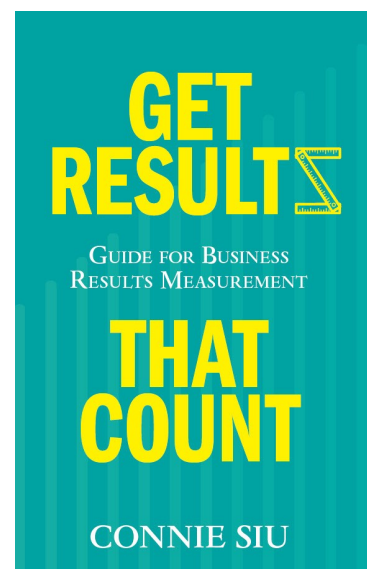
Connie's content-rich programs are packed with real cases from hands on experiences. She challenges audiences with provocative ideas and inspires them to take action. The interactive programs are engaging.

Her clients include private companies and corporations in industries such as finance, transportation, high-tech, utilities, education, government, and manufacturing.

She has authored three books: *Get Results that Count*, *Enhance Performance through Process Improvement*, and *Doing More with Less through Operational Excellence*. She is a regular blogger for Women's Executive Network. She has published over a hundred articles and has a podcast, *Make It Count*, on productivity and efficiency.

Learn more about Connie at www.cdcsynectics.com.

Connie's new book "*Get Results that Count*" is a great addition to your delegate package. Contact info@cdcsynectics.com.



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